

# Directors and Senior Management

## DIRECTORS

### Non-executive Director

**Mr. Kyoo Yoon Choi**, aged 52, is the Chairman of the Company and the founder of the Group. He studied at Seoul National University in Korea between 1968 and 1972 and graduated with a bachelor's degree in engineering. Prior to setting up the Group in Korea in 1984, Mr. Choi had over eight years of experience in the plush toy business at Daewoo Corporation, which was one of the leading conglomerates in Korea at the time. Mr. Choi is responsible for the strategic planning and overall business development of the Group.

### Executive Directors

**Mr. Chul Hong Min**, aged 46, is the President and the Chief Executive Officer of the Company and is responsible for the daily operation of the Group. Mr. Min's experience in the plush toy business also started in 1978 at Daewoo Corporation, one of the leading conglomerates in Korea at the time. He was the youngest General Manager within Daewoo Corporation with proven experience in management. Mr. Min also served as the Chief Executive Officer of a prestigious toy company, Prestige Toy Corp, which was a wholly-owned subsidiary of Daewoo Corporation for four years. He joined the Group in 1990 as the Managing Director and the President of C & H America. He is currently the President of the Company, JY International and C & H America.

**Mr. Young M. Lee**, aged 46, is the Managing Director and the Chief Financial Officer of the Company. Mr. Lee has 20 years of experience in the US in the areas of accounting and finance such as public accounting, consulting to financial institutions, mergers and acquisitions, corporate controllership and investment banking. Prior to joining the Group in May 2001, Mr. Lee was the Managing Director of Kohap (Hong Kong) Ltd., which is the trading and financing arm of a Korean conglomerate, Kohap Ltd.. He is responsible for the overall financial management, strategic and business planning of the Group.

**Mr. Sung Sick Kim**, aged 50, is the Vice-president and the Chief Operation Officer of the Company and the President of C & H Suzhou. Mr. Kim has been working in the administration of C & H Korea and the Group since 1985 and is in charge of cost control within the Group.

### Independent non-executive Directors

**Professor David, Kwai Che Tse**, aged 48, is the Independent Non-executive Director of the Company. Professor Tse graduated from the Chinese University of Hong Kong and obtained a bachelor's degree in business administration in marketing. He was also awarded a philosophy of doctorate degree in 1984 from University of California, Berkeley after successfully completing research in marketing. He taught for ten years at the University of British Columbia since 1984 and assumed visiting position in universities in Hong Kong, the PRC, the US and Europe. In 1998, he was appointed as the chair professor in international marketing in the School of Business at the University of Hong Kong.

Due to his research reputation, Professor Tse has been elected on *Who's Who* in International Business Education and Research, *Marquis's Who's in the World*, and *Barron's 500 People in Asia*. Apart from that, Professor Tse has been appointed as a fellow at the Davidson Institute at Business School at the University of Michigan. He was appointed as the Company's Independent Non-executive Director on 22 October 2001.

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**Mr. Valiant, Kin Piu Cheung**, aged 55, was a partner at KPMG, a leading international accounting firm in Hong Kong. Mr. Cheung has extensive experience in assurance and corporate finance work, particularly on trading and manufacturing corporations in Hong Kong and the PRC, and has assisted a number of companies in obtaining a listing on stock exchanges in Hong Kong, the PRC, Singapore and the US. In addition, he has provided financial advisory and due diligence services to foreign investors on investments in the PRC. Mr. Cheung is a fellow member of the Institute of Chartered Accountants in England and Wales and the Hong Kong Society of Accountants. He was appointed as the Company's Independent Non-executive Director on 22 October 2001.

### AUDIT COMMITTEE

The audit committee of the Company, comprising two independent non-executive Directors, namely, Mr. David, Kwai Che Tse and Mr. Valiant, Kin Piu Cheung, will become operative from the date on which the Shares first commence dealings on the Main Board of the Stock Exchange with written terms of reference in compliance with the Code of Best Practice as set out in Appendix 14 to the Listing Rules. The primary duties of the audit committee are to review and supervise the financial reporting process and internal control system of the Group.

### SENIOR MANAGEMENT

**Mr. Yong Kook Kim**, aged 52, is the Vice-president of JY Toys. He joined the Group on 1 June 1987 and is in charge of the day-to-day operation and management of JY Toys.

**Mr. Won Sun Park**, aged 49, is the Executive Managing Director of C & H Suzhou. Mr. Park has 25 years of experience in plush toy manufacturing especially in the design of efficient layout and workflow of manufacturing plush toys. Mr. Park joined C & H Korea on 1 January 1989 and was seconded to the Group in 1993, he is now responsible for production management of the Group.

**Mr. Man Jin Cho**, aged 59, is the Senior Manager of C & H Suzhou. He has extensive experience in the field of acrylic knitted fabric manufacturing. He joined the Group on 1 May 1997 and helped the Group in establishing C & H Plush in the same year to expand into acrylic knitted fabric business. Mr. Cho is now responsible for the production operation of acrylic knitted fabric and developing materials for plush toys.

**Mr. Dong Wook Cha**, aged 41, is the Director of the management department and the Director of accounting and administration department of the Company. Mr. Cha has over seven years of experience in the field of accounting from his employments with Dangkook Trading Co. and Hyundai Heavy Industrial Co., Ltd. He joined C & H Korea on 1 February 1986 and has been working in the accounting and administration department of the Group since 1996.

**Mr. James Wang**, aged 39, is the Director of marketing of C & H America. He joined C & H America on 1 July 1991 and has been in charge of the Group's marketing function in the US. Mr. Wang graduated from the University of California, Los Angeles, with a bachelor degree in business administration in 1986. Prior to joining the Group, Mr. Wang had extensive experience in the fields of logistics and trading from his previous employments with Trans-union Line and KAL Trading Co.

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**Mr. Moon Chul Son**, aged 54, is the President of JY Shanghai and is in charge of production operation. Mr. Son is a specialist in fibre materials for stuffed fillings of plush stuffed toys as he used to operate a factory of recycled polyester stable fibre in Korea before joining the Group in 1997.

### COMPANY SECRETARY

**Mr. Wilson W. S. Wong**, aged 37, is an associate member of the Institute of Chartered Secretaries and Administrators and the Hong Kong Society of Accountants and a fellow member of The Association of Chartered Certified Accountants. He joined the Group on 20 September 2001.